

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Sergiy Bilobrov</td> <td>05/16/2012</td> </tr> <tr> <td>Andres Hernandez Schafhauser</td> <td>05/07/2012</td> </tr> </tbody> </table>		Name	Execution Date	Sergiy Bilobrov	05/16/2012	Andres Hernandez Schafhauser	05/07/2012				
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Sergiy Bilobrov	05/16/2012										
Andres Hernandez Schafhauser	05/07/2012										
RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>YAHOO! INC.</td> </tr> <tr> <td>Street Address:</td> <td>701 First Avenue</td> </tr> <tr> <td>City:</td> <td>Sunnyvale</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>94089</td> </tr> </table>		Name:	YAHOO! INC.	Street Address:	701 First Avenue	City:	Sunnyvale	State/Country:	CALIFORNIA	Postal Code:	94089
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PROPERTY NUMBERS Total: 1											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13460684</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13460684						
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Application Number:	13460684										
CORRESPONDENCE DATA											
<p>Fax Number: (212)801-6400          Phone: 212-801-9200          Email: cordesp@gtlaw.com  <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Correspondent Name: YAHOO! INC. C/O James J. DeCarlo          Address Line 1: 200 PARK AVENUE, 34TH FL          Address Line 2: GREENBERG TRAURIG, LLP          Address Line 4: NEW YORK, NEW YORK 10166</p>											
ATTORNEY DOCKET NUMBER:	085804.111950										
NAME OF SUBMITTER:	Shoba Jaglal										
Total Attachments: 3 source=111950asg#page1.tif source=111950asg#page2.tif source=111950asg#page3.tif											

CH \$40.00 13460684

### ASSIGNMENT OF PATENT APPLICATION BY INVENTOR

Whereas I, an undersigned inventor (hereinafter "INVENTOR"), have invented certain new and useful improvements as set forth in the patent application entitled:

### CONTINUOUS CONTENT IDENTIFICATION OF BROADCAST CONTENT

- ☐ for which I have executed a U.S. patent application on even date herewith.
- ☒ which bears U.S. application serial No. 13/460,684, filed April 30, 2012.
- ☐ for which I have executed a patent application in the country of \_\_\_\_\_ on even date herewith.
- ☐ which I have executed a U.S. provisional application on even date herewith.
- ☐ which is a U.S. provisional application which bears U.S. application serial No. \_\_\_\_\_, filed \_\_\_\_\_.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, an undersigned inventor, hereby:

- (a) Sell, assign and transfer to Yahoo! Inc., a Delaware corporation having a place of business at 701 First Avenue, Sunnyvale, California 94089 (hereinafter "ASSIGNEE"), (1) the entire right, title and interest, and any and all revenues and rights to revenue, for any purpose, associated with commercialization, everywhere in the world, to (A) any and all inventions described in said Application, (B) said Application, (C) any patent that may be granted thereof, (D) any patent applications or patents which may claim priority of (or serve as the basis for a priority claim by) said Application (including but not limited to continuations, divisions, continuations-in-part, substitutes, reissues, reexaminations or extensions thereof, together with all priority rights and counterpart applications under any existing or future international patent conventions, agreements or treaties), and; (2) the right to sue third parties for patent infringement (including but not limited to damages) accruing based on activities occurring prior to the execution date hereof.
- (b) Authorize and request the Commissioner of Patents to issue any and all United States Patents resulting from said application or any division, continuation, substitute, renewal, re-examination or reissue thereof to the ASSIGNEE.
- (c) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, and to communicate to the ASSIGNEE any facts known to us respecting the improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and

reissue applications, make all rightful oaths and generally perform any acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.

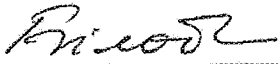
(d) Warrant and covenant that no other assignment, license, contract, understanding, interest or other grant to any third party with respect to any of the foregoing has been made, or shall in the future be made, by or on behalf of INVENTOR.

(e) Covenant not to challenge the validity or enforceability of any of the patent applications or patents assigned to ASSIGNEE hereunder.

(f) Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the ASSIGNEE, its successors, assigns and other legal representatives, and shall be binding upon the INVENTOR, as well as the INVENTOR's heirs, legal representatives and assigns.

(g) Authorize and request my attorney/agent to insert above the application number in order to assist with recordal of this assignment or any other information necessary to perfect this assignment.


IN TESTIMONY WHEREOF, I SERGIY BILOBROV have executed this document on the date indicated below.

  
Signature of Inventor

5/16/2012  
Date

SANTA CLARA, CA  
Inventor's City, State of residence

Witnessed by:

(1)   
Signature of Witness

5/16/2012  
Date

AJAY SHEKHAWAT  
Print Witness Name

SF, CA  
Witness' City, State of residence

(2)   
Signature of Witness

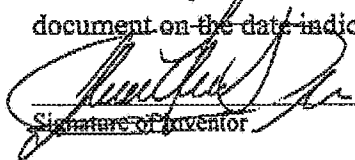
5/16/2012  
Date

CAMERON JOHNSON  
Print Witness Name

SAN CARLOS, CA  
Witness' City, State of residence

Assignment of CONTINUOUS CONTENT IDENTIFICATION OF BROADCAST CONTENT by SERGIY  
BILOBROV and ANDRES HERNANDEZ SCHAFHAUSER to Yahoo! Inc.  
085804-111950 / Y08277US00

IN TESTIMONY WHEREOF, I ANDRES HERNANDEZ SCHAFHAUSER have executed this  
document on the date indicated below.

  
Signature of Inventor

5/7/2012  
Date

WALNUT CREEK, CA  
Inventor's City, State of residence

Witnessed by:

(1) Atul Nayan  
Signature of Witness

5/7/12 5/7/12  
Date

ATUL NAYAK  
Print Witness Name

Sunnyvale CA  
Witness' City, State of residence

(2) David Rice  
Signature of Witness

5/7/12  
Date

David Rice  
Print Witness Name

Menlo Park, CA  
Witness' City, State of residence